

CUSTOMER SUCCESS STORY

Helping Ensure Day 1 Readiness for Launch of Innovative Anti-Psychotic Therapy



ACCESS CHALLENGE: READINESS FOR OPERATIONAL CHALLENGES

An emerging life science manufacturer was planning to launch a novel, oral-based therapy, targeting a population of 2.4 million patients in the highly-generi-cized and competitive CNS/anti-psychotic market. To bring its therapy to market, they would need to contract with both Medicaid and Medicare programs as well as enter into complex contracts with wholesalers and group purchasing organizations (GPOs). The SVP of Market Access, Policy and Government Affairs was concerned about their:

- Lack of a contract operations “back-office” capability that could ensure timely contracts with the various Government program agencies and also adhere to complex Government Pricing (GP) compliance
- Inability to account for robust patient services programs
- Limited visibility to retail inventory
- Inability to understand the pipeline liability to ensure accurate gross-to-net accruals
- Readiness to staff and execute on complex gross-to-net (GTN) calculations

The market access team was unclear how they could confidently and execute on Day 1.

HIGHLIGHTS

- Managed Services contract operations including complex GP and GTN calculations
- Achieved Launch Readiness weeks ahead of schedule
- Clear visibility into inventory and pipeline liabilities

Transforming Access



CUSTOMER SUCCESS STORY

ACCESS SOLUTION: INTEGRICHAIN'S ACCESS PLATFORM

The manufacturer chose IntegriChain based on our unique, single access platform solution, expertise and our experience in helping launch more than 70% of therapies over the past three years. The following IntegriChain solutions were initially implemented:



Government Pricing (GP) and Rebate Management

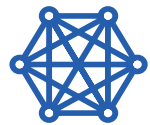
Timely, reliable and secure claims processing as well as expert management of the complexities and compliance requirements of GP, including comprehensive and auditable control reports covering all price calculation details.



GP and GTN Advisory Services

Best practices to ensure rapid execution of GP and GTN processes.

As the relationship matured, the customer added the following solutions to address their channel and gross to net challenges, respectively:



Channel Aggregation and Inventory Analytics

Aggregate all your channel data sets, including distributor sales, distributor inventory, specialty pharmacy inventory, and product returns. Provide 100% visibility into downstream inventory, from the retail pharmacy shelf to specialty, mail and institutional channels.



GTN Accruals and Forecasting

Automated forecasting and scenario modeling capabilities to support accurate gross and net sales forecasts, channel mix and GTN line items.

ACCESS RESULTS: READY TO GO!

After a straightforward implementation, the IntegriChain platform quickly delivered five main benefits:

- The robust framework gave the customer confidence in their GTN forecasting accuracy.
- With total pipeline visibility, the customer was confident they were properly accrued.
- IntegriChain's managed services seamlessly integrated into the customer's operating model and delivered accurate and timely GP and Medicaid rebate processing.
- Critical Government contract agreements were provided to the respective Government agencies weeks in advances and as a result in place upon product launch.
- Day 1 launch readiness was a reality and they were ready for providers and patients!

About IntegriChain

IntegriChain delivers Life Sciences' only comprehensive data and business process platform for market access. More than 220 life science manufacturers—ranging from pre-commercial manufacturers to Big Pharma and including 20 of the Top-20 companies—rely on IntegriChain's analytics, applications, managed services and expert advisors to power their operations and harness the value of their channel, patient and payer data. IntegriChain has played a vital role in more than 70% of product launches over the past two years including 35 first launches.